10/28/93

RECOMMENDATIONS FOR BENSON & HEDGES PROMOTION

Movies

Absence of Malice
Advise and Consent
Boys from Brazil, The
Bull Durham
Cadillac Man
Cary Grant Film Library (3 films/1tape)
Chiefs (complete mini-series)
Close Encounters of the Third Kind
Count of Monte Cristo, The
Delta Force, The
Dragon and the Cobra, The
Eagle Has Landed, The
Eight Men Out
Fatal Vision (complete mini-series)
Hopscotch
Incident, The
• Indiana Jones trilogy (3 tapes)
Laurel & Hardy at Work
Mad Max
Man Called Noon, The
Married to the Mob
Mermaids
Mississippi Burning
Mr. Mom
Navy Seals
Night of the Fox
Package, The
Phantom of the Opera, The
Scarlet and the Black, The
Seventh Seal, The
Shadow Riders, The
Silence of the Lambs
Snows of Kilimanjaro, The
Third Man, The
Tim
Voyage to the Planets

Classic Star "2-Packs"

(two tapes for price of one)

Fred Astaire
James Cagney
Alfred Hitchcock
Bela Lugosi
Elizabeth Taylor
Orson Welles

Entertainment

Beach Boys: 25th Anniversary Edition
Best of Commercials of 50's and 60's
Big Band Bash
Cheers: Premiere Episode
Classic Comedy Teams
Eric Clapton and Friends
Evening with Lewis Grizzard, An
Great Arias: Placido Domingo & Friends
Lucy's Lost Episodes
Red Skelton: King of Laughter

History & Documentary

•• Civil War, The (2-tape set)
•• Great Indian Wars, The (2-tape set)
Gulf War: Air Assault
•• Gunfighters of the Old West (2-tape set)
•• Revolutionary War, The (2-tape set)
•• The Legend of Custer (2-tape set)
Sacred Ground
Schwarzkopf: The Victory

How To

DOS 5.0
Microsoft Word for Windows
Windows 3.1
WordPerfect 5.1
Play Chess: Volume 1
Play Chess: Volume 2
Hometime: Common Home Repairs

Sports

All New Dazzling Dunks & Basketball Bloopers
Amazing Sports Bloopers II
Baseball Card Collector
Boxing's Greatest Rounds Ever

Travel

Rand McNally: Hawaii
Touring America's National Parks
World's Amazing Wonders
World's Magnificent Wonders

Notes: Recommendations are based on most popular video selections in $9.95/lower gross price category (except for sets marked: • each tape at $9.95 level; •• 2-tape set priced an additional $5/set on average):

1) Based on target audience: Adults 35+, 60% Male, A/B counties, higher income, college educated.
2) Excludes "Kids" and "Health/Fitness" categories.

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Source: https://www.industrydocuments.ucsf.edu/docs/rkmm0004